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Stafford Manufacturing Co.

66 FULTON STREET,  
New York.

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STENCIL GUIDE

AND

DESCRIPTIVE CATALOGUE

OF  
STENCIL MATERIALS, &c.



JUNE, 1871.

CIRCULARS FREE.

Munroe & Metz, Printers, 60 John Street, New York.

In the year 1871, by the Stafford Manufacturing Company, in the Office of the  
of Congress at Washington,

LIBRARY OF CONGRESS



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## NOTICE.

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Always keeping a large supply on hand, we can send immediately on receipt of orders. In writing be careful to state plainly what you want, to avoid mistakes. By referring to the Price Lists, you will find the name or number of each article with the price attached, which will enable you to order easily.

We respectfully decline making marking-plates, steel stamps, burning brands, seal-presses, and canceling stamps, for parties in the trade out of the city, as it delays other orders, and causes many unavoidable mistakes.

We sell low, and depend on quick returns for our profit, and are compelled to do a cash business. You can send a P. O. order or draft on New York, or we will send goods by express and collect amount on delivery. We send a bill of items per mail and state how and when goods were shipped.

As a general thing, orders amounting to less than five dollars should be paid in advance, as Express Companies often refuse to collect bills less than that amount.

Orders sent from a great distance should be accompanied by partial payment as a guarantee that goods will be taken. We will deduct any such amount from bill.

Parties receiving goods are expected to pay Expressage. We pay charges for collecting and returning money.

In ordering always state which express you wish goods sent by.

Address,

STAFFORD MFG CO.,

66 FULTON STREET,  
NEW YO

## THE STENCIL BUSINESS

Was formerly confined to cutting with chisels, acids or gravers, either process being slow, plates were expensive and little used. Since the introduction of dies, the business has been steadily increasing; with them ordinary workmen can cut the majority of plates more rapidly than the most skillful are able to by hand.

When dies are correctly made, the letters cut must necessarily be uniform. With the increased facilities for cutting cheap and quick, plates are more generally used. Freight and Express Companies, to avoid mistakes and solicit trade, buy plates in large quantities and present them to shippers. Merchants, in order to have goods plainly and uniformly marked, have their names and address cut and circulated among manufacturers and producers throughout the country. Each plate being numbered, by referring to their books it is easily ascertained by whom the goods were forwarded, while it gives no clue to others.

Goods neatly marked are put on front shelves and have greater sales; what enterprising firms do, others are compelled to, or fall behind the age.

Small dies were the first used to any extent. Although among the first who had an assortment, ten years ago we cut most of our large plates with chisels. Their manufacture being imperfectly understood, it was thought by many to be impossible to make large dies cut satisfactorily. Time and experience have overcome the difficulties, however. We worked gradually, until we had different sizes and styles, from the smallest to two inches, and cut nearly all plates, except the fancy letters, with them.

With the increased sale of plates, there is a greater demand for inks and brushes; articles, such as checks, tags, etc., are now sold by nearly all stencil cutters. Our principal business is supplying parties with *Stencil Tools and Stock*. Having manufactured from the first, we have the advantage of the best machinery and long experience, and claim to furnish good and cheap articles throughout.

### MONEY EASILY MADE WITH STAFFORD'S STENCIL AND KEY-CHECK OUTFIT.

Containing all the necessary Tools for cutting Name-Plates, Stamping Key-Checks, &c., with which persons with ordinary mechanical skill, following our Instructions herein given, can do the work with little practice.

The plates are wanted everywhere to mark Clothing, Books, &c. The demand is increasing, as they become more generally introduced. Rubbing the brush over the plate forces the ink deeply into the fabric. Many, not knowing where they can be obtained, will order when called upon. They will not go out of fashion. Each plate has to be made to order, and cannot be kept for sale. New names are required; and old plates are wearing out, consequently the market can never be overstocked. Many are making money at the business, and there is room for more. We have selected the best tools for the purpose, and it is easily learned with the instructions given.

It affords a fine opportunity to travel, and can be easily connected with any other business.



when J.R.MOORE

Fannie Merrill.

sets represent the size and style of Dies furnished with our outfit  
can be made with the tools furnished. Back-slat Dies we  
will make them to order at the price of straight.

## STENCIL TOOLS AND ALL MATERIALS.

The usual price of plates is from fifty cents to one dollar each. A quick workman can cut from forty to fifty plates a day—some place the number much higher.

The following amount of stock, costing less than seven dollars, will make a fair commencement, as it will average \$70.00 worth of work.

100 bottles Indelible Ink.

100 Name-Plate Brushes.

100 Zinc Frames (assorted.)

1 lb. Brass or German Silver.

## FOR PRICES, SEE LIST.

This amount of Stock, with the chest of Tools, occupies only about ten inches square space. We furnish any amount desired immediately on receipt of an order. All the work can be done in a hotel room. As the plates can be cut very rapidly, there must necessarily be LARGE PROFITS.

We are aware that poor Dies can be bought for less than the prices given, but our outfit is composed of good Tools throughout.

It is very important in Stencil cutting to look to the shape of the Dies as well as the cutting qualities. Besides the additional time required to cut with poor Dies, what person with any taste would order their name made with rough, poorly shaped letters, and difficult to read when finished? We know of many who have been led to buy poor Tools, but soon threw them aside and bought the best. The greater number of orders which can be obtained, and time saved in cutting, and employed in canvassing, will soon pay the small difference in cost. You then have samples which you are not ashamed to show.

We also put in tools for stamping Key Checks, which is as profitable as cutting plates. Being made and delivered at the same time, there is very little additional expense, compared with the increased profit. Consequently it is worth considerable more than a Stencil outfit, allowing everything else to be equal.

Persons purchasing the Dies can leave out articles not wanted and have the balance at List Price.

## PRICES AND CONTENTS.

One Set Name-Plate Dies, Capitals, Lower Case, and Border Tools, with Black Walnut Block, for holding the same,	\$20 00
One Set Key-Check Dies, Capitals, Border Tools, and Black Walnut Block,	7 00
One Set Key-Check Figures,	2 00
Lignumvita Block, for cutting plates on,	1 00
Polished Steel Block, for Stamping Key-Checks and Flattening Name-Plates,	1 25
Cast Steel Hammer,	50
Mallet, for flattening plates,	20
Shears,	50
Compasses,	30
Combination Square and Scroll Pattern,	30
Steel Scriber,	10
Chisel for Framing Name-Plates,	40
Stone for Rubbing back of Plates	10
Rubber for Sinking Plates in Frame,	20
Brush for Polishing Plates,	25
Morocco Case for holding Name-Plate Samples,	1 25
Book for taking Orders, including Pencil and Rubber,	20
Mahogany Box for Holding Outfit; Tin Tray inside, with partitions for Tools; Handle, Good Lock, Brass Hinges and Hooks.	4 50
	\$40 00

We do not put Ink, Brushes, &c., with the Tools, as it is not the proper to keep them—the amount which could be put in without increasing Chest would not last long, and by accidentally breaking a box covered with ink.

STAFFORD MF'G CO., 66 FULTON STREET, NEW YORK.

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For prices of Dies, Brushes, Indellible Ink, Stencil Paste, Alphabets, Brass, German Silver, Zinc Frames, Steel Rings, Key Chains, Hotel and Key-Checks, and all Stencil Materials, see full Price Lists.

To those who do not care to purchase a complete set of Stencil and Key-Check Tools, but would like to test the matter at a small expense, or connect a light profitable business with that in which they are already engaged, we can offer our Excelsior or Gem Outfits which come within the reach of all.

As the amount invested is *small*, and the profits *large*, either will pay well even if comparatively little used.

The checks, costing from two to three cts. each, sell, when finished, from 25 to 50 cents. With the instructions we give, any person of ordinary intelligence can finish one in 10 to 15 minutes.



## Excelsior Key Check Outfit, \$15 00.

### CONTENTS:

One Set Key-Check Dies, Letters, Figures and Border Tools, with Black Walnut Block, for holding the same.  
 Key-Check Gauge, No. 1.  
 Cast Steel Hammer.  
 Compasses.  
 Brass Rule.  
 Steel Scriber.  
 Book for taking Orders, including Pencil and Rubber.  
 Mahogany Box, for holding Outfit, Tin Tray inside, with partitions for Tools, Handle, good Lock, Brass Hinges and Hooks.

As this Chest and contents is worth about \$17.00, we cannot sell part of the same at less than list price.



## Gem Outfit, \$12.00.

### CONTENTS:

One Set Key-Check Dies, Letters, Figures and Border Tools, with Black Walnut Block for holding the same.  
 Key-Check Gauge, No. 2.  
 Cast Steel Hammer.  
 Mahogany Box for holding Outfit, good Lock, Brass Hinges and Hooks.

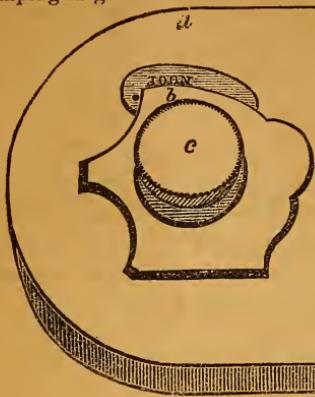
This Outfit occupies a small space (weighing about five pounds), and is particularly adapted for stamping Wentworth's Key Ring and Check combined. A small stock of either Checks or Rings will answer for a beginning.

**The Key-Check Gauges** are used for stamping on Checks, Tags, &c., on correct straight or curved lines, saving time and turning out finer work than when done in the usual way. As the check is held firmly under the Steel Gauge, of lettering is true. They enable parties to use small letters in a poor straining the eyes, and render it unnecessary to mark lines for let-

## STENCIL TOOLS AND ALL MATERIALS.

**Key-Check Gauge, No. 1.**

The extended surface on this Gauge answers for flattening Name-Plates or stamping large checks.

**DIRECTIONS.**

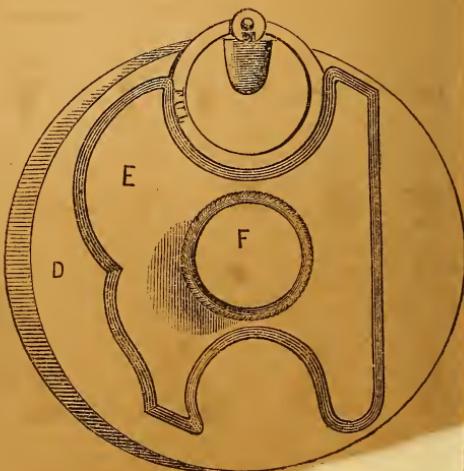
Place the article to be stamped on the metal block (*a*), under the clamp (*b*), at either of the straight or curved lines you wish to use, and fasten with the screw (*c*). Place the die against the clamp when stamping, and the line of lettering must be true. It is best to place a check under the other side to secure an even bearing.

**Key-Check Gauge, No. 2.**

This is adapted for stamping names, etc., on both sides of Wentworth's Key Ring, Eagle, Am. Shield and Fancy Shield Checks, No. 3 Trunk Plates, No. 3 Badge, etc. By having an extra plate from the No. 1 Gauge, nearly all kinds of key checks can be stamped.

**DIRECTIONS.**

Place the Ring or Check to be stamped on the metal block (*D*), under the clamp (*E*), at either of the straight or curved lines you wish to use, and fasten with the screw (*F*). Place the die against the clamp when stamping, as the ring or check is held firmly the line of lettering must be true. It is best to place a check under the other side to secure an even bearing.



STAFFORD MF'G CO., 66 FULTON STREET, NEW YORK.

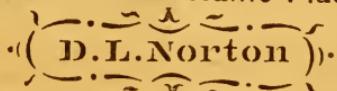
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**Stafford's Stencil Gauge (Patent).**

This is used in cutting small plates. The plate is not weakened or marred by a line drawn across—it is easily shifted to any part of the cutting block. Parties who can cut well without it, will find it advantageous when cutting in a poor light, or when the eyes have become strained.

**DIRECTIONS.**

Place the plate (*a*) in the clamps (*bb*). Fasten with the screws (*cc*), stretch the plate by sliding the holder (*d*) on the rod (*f*), fasten with the set screw (*e*); slide the gauge (*g*) where you wish to cut, place the die against the gauge, hold the gauge down with the little finger, then cut in the usual manner; as the gauge slides on a true line, it is not necessary to mark the plate. To cut a letter which projects below the line, slide the gauge one side, or throw it back. To cut more than one line, loosen the plate, slide it up the required distance, and fasten as before.

**STENCIL DIES.—Name-Plate Sizs.****Fannie Merrill.****J.R.MOORE****C.N.HARRISON**  $\frac{1}{2}$  inch Capitals.**J.G.MORTON**  $\frac{3}{16}$  inch Capitals.**STENCIL BORDER AND FANCY TOOLS.**

1      2      3      4      5      6

1      \*      1      \*      Shoe      Boot

7      8      9      10

11     12     13     14     15

16     17     18     19     20

Nos. 1, 2, 3, 4, 9 ..... each, 50

" 5, 6, 7, 8, 10, 12 ..... " 75

" 11, 13, 14, 15 ..... " 1 00

" 16, 17, 18 ..... " 1 25

" 19 20 ..... " 1 50

The larger sizes are hollow faced.

1      2      3      4

5      6      7      8

9      10     11     12

13     14     15     16

17     18     19     20

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25     26     27     28

29     30     31     32

33     34     35     36

37     38     39     40

41     42     43     44

45     46     47     48

49     50     51     52

53     54     55     56

57     58     59     60

61     62     63     64

65     66     67     68

69     70     71     72

73     74     75     76

77     78     79     80

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## STENCIL TOOLS AND ALL MATERIALS.

By correcting faults which only constant use can bring out, we are able to offer tools which are good in every respect. We can furnish case-hardened iron dies of the medium sizes for about one-half the price of steel.

It is not advisable to get lower case letters to match any but the small capitals; they are of no use separate. By having different sizes of capitals, you can use each separately, or make the small ones answer the purpose of lower case.

The prices of *Large Stencils* vary from five to ten cents per letter for medium sizes. With Dies, the time consumed to cut them is not much more than is required for small plates. The cost of brass will range from *five to forty cents* per plate.

*Chisels for Cutting Stencil Plates* are in sets of 25, assorted, straight and curved, being thin, are particularly adapted for cutting stencils, leaving a smooth edge, and stretching the plate much less than ordinary tools.

*Steel Stamps* are letters and figures, for stamping names and numbers on metal and wood surfaces. Our stamps for checks, &c., are made expressly for the purpose, light face letters of uniform shape and size, cut deeper than ordinary stamps.

## DESIGNS OF KEY-CHECK EMBLEM DIES.

21		- - -	\$1 00	28		- - -	\$1 50	34		- - -	\$2 50
22		- - -	1 00	29		- - -	2 00				
23		- - -	1 00	30		- - -	2 00				
25		- - -	1 25	31		- - -	2 50	35		- - -	5 00
24		- - -	1 25	32		- - -	2 50	36		- - -	5 00
26		- - -	1 50	33		- - -	2 50				
27		- - -	1 50	28—Masonic.		28—Odd Fellows.		34—Red Men.			
				27—Mechanics.		32—Temperance.		25—Knights of Malta.			
						33—Good Templars.		36—Knights of Pythias.			

## HOTEL AND KEY-CHECKS.

Key Stone.  
German Silver.



No. 1.



Gentle Reminder.  
Patent.

Plain Shield.  
German Silver.

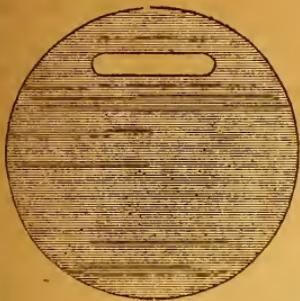


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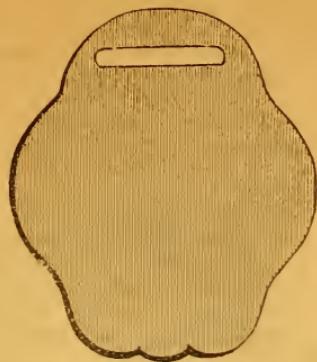
STAFFORD MF'G CO., 66 FULTON STREET, NEW YORK.

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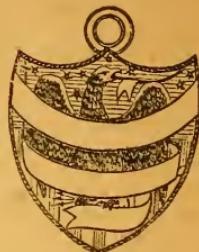
No. 2, Brass.



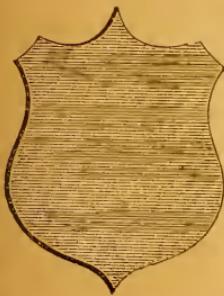
No. 4, Brass.



American Shield.  
German Silver.  
(Patent.)



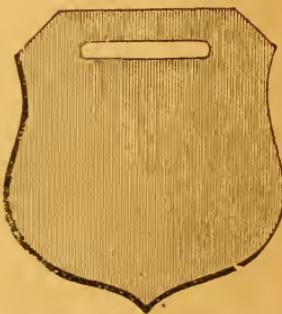
No. 3 Badge, Ger. Sil.



No. 1, Brass.



No. 3, Brass.



Eagle, German Silver.



No. 1, Fancy Shield.  
German Silver.



No. 1, German Silver.

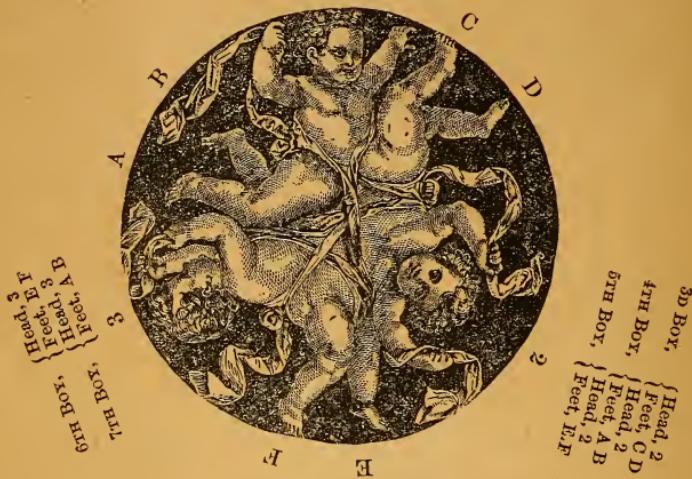


**"SEVEN BOYS PUZZLE" CHECK.**

This Check is saleable as a puzzle, and has room at the top for stamping name and address, for attaching to keys, &c. Being ornamental in appearance, it can be worn on a watch chain, with or without stamping. Although there are only three heads, seven boys can be distinctly seen.

1ST BOX,	{ Head, 1 Feet, A B
2D BOY,	{ Head, 1 Feet, C D

1



No. 5, Brass.

"Seven Boys Puzzle."  
German Silver.  
(Patent.)

Brass Hat Check.  
(Patent.)



German Silver Trunk Plate, No. 3.



*Way  
left for*

No. 2.

STAFFORD'S  
Gentle Reminder  
BRASS CHECK.  
PATENT.

For Room Keys of Hotels, &c., to  
prevent persons carrying them  
off in their pockets.

*The German Silver Checks*, on which can be stamped the name and address of parties, are principally for attaching to bunches of keys.

**The No. 2, 3, 4 and 5 Brass** are used as baggage or hotel checks, and numbered in duplicate, one is attached by a strap to a trunk, coat, or other valuable left in trust, the other given to the person owning the property.

**The No. 1 Brass** is principally for attaching to door keys. This and the No. 1 German Silver are used by jewelers as watch checks, being numbered in duplicate, one is permanently attached to a hook or snap, the other so held that it can be removed when required.

All of the above named checks are used for various purposes too numerous to mention. We occasionally add new and original designs to our stock.

**Our Patent Gentle Reminder Checks** are for attaching to room keys of hotels, steamboats, &c., where they are liable to be carried away by persons using them. The checks heretofore used are either too small to answer the purpose, or large and clumsy, and have an awkward appearance. The teeth on this check add to its ornamental appearance, and give a gentle reminder to persons who forget to leave the key.

**The Trunk Plate** is for putting a name and address, or other matter, on Trunks, Valises, Tool Chests, Drawers, &c., and fastened either by nails or screws.

**The Hat Checks** are attached to Hats, &c., left in trust. The large and small rings are numbered to correspond. When an article is left, the loose check is given to the person leaving the article. By sliding the small check it fastens the clamp. When the article is called for, it is identified by comparing the No. on the check, presented with the one on the clamp.

Without the loose check, the clamp is used for hanging up articles in stores and other places.

**Straps** are for attaching checks to trunks and other articles.

## KEY RINGS, &amp;c.



Large.



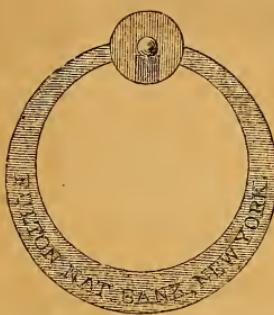
Diamond.



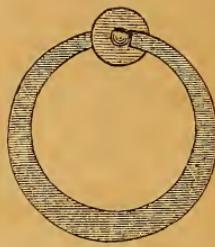
Swan Bill.



Medium.

Key Ring and Check Combined.  
German Silver, Patent.

Small.



Watch Hook.

**Wentworth's Key Ring and Check Combined. Patent.**

The sale of these Rings is now large, and rapidly increasing. They give general satisfaction when used, and possess the following good qualities:

They are a Key Ring and Check combined. Being flat, there is room for a name and address to be stamped or engraved on either side.

They can be easily opened or securely locked by simply turning the slotted washer at the top. When turned to the right, the ring can be sprung open sideways, enough to admit of large keys being passed in or out without injury to the ring.

They are made of eighteen per cent. German Silver, and will not rust, corrode, break, or spread apart, as all steel rings are liable to, and are one of the strongest and most durable rings made.

These rings are put up in boxes of one gross each, one dozen on card, half of each size as shown in cut. With the use of our new gauge, the name or address can be more easily stamped than on ordinary checks.

**Large Rings** are put up (12 on a card), assorted sizes,  $\frac{3}{4}$  to  $1\frac{1}{2}$  inches diameter.

**Diamond Rings** are put up in about the same sizes and style as the large ones, are cut diamond pattern on the edges.

**Swan Bill Rings** are put up (6 on a card), assorted sizes, 1 to  $1\frac{1}{2}$  inches diameter.

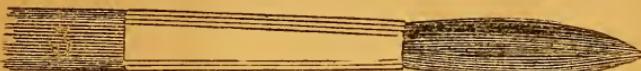
**Medium Rings** are put up (24 on a card), two sizes, as shown in cut.

**Small Rings** are same size as cut, put up one gross in box, and principally for attaching checks to large rings.

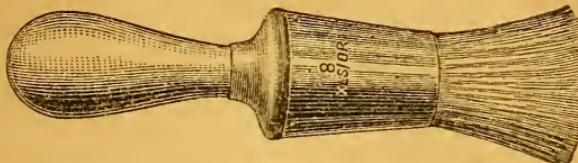
**Watch Hooks** are used for connecting checks with watches, or other articles left for repair.

**Key Chains** are steel chains about five inches long. By connecting the ends they answer the purpose of a large steel ring, and being pliable, take less room.

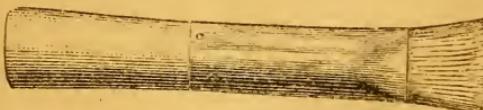
**Brass Chain Links** are used for attaching checks to keys.



**Marking Brushes** are used with liquid ink for directing and marking boxes, &c.



**Stencil Brushes** having the bristles cut square at the ends. Are adapted for taking impressions without blotting like an ordinary paint brush. They vary in size from about  $\frac{1}{2}$  to  $2\frac{1}{2}$  inches in diameter, have wood handles and the bristles firmly secured in a tin tube.



No. 1, Wood Handle.

**Name Plate Brushes** are used with small plates for clothing, &c., and are made of fine bristles or horse hair. We have different styles.

**Name Plate Brass** is narrow, generally five inches, it being difficult to roll thin metal wide; it cuts from 150 to 200 small plates to the pound.

**German Silver**, for cutting name plates, like brass for that purpose, is thin and narrow.

**Heavy Brass**, for cutting large stencils, varies from about 12 to 18 inches in width; being more waste in cutting plates from narrow metal there is no advantage in having it less than 12 inches wide; it is put up in rolls weighing 10 to 15 pounds; we cut it to order if desired.



**Stafford's Stencil Paste** is made in cakes of different sizes and colors, and used by merchants, shippers, millers, and others using stencil plates; being in a solid form, it is not wasted by leakage or upsetting as liquids are. When one cake is used up, others can be obtained to fit the can. It is cheaper than other ink, one cake of No. 1 being equal to a gallon of liquid. It will keep in any climate without evaporation, or waste, works freely, does not gum the plate or h, and will make a cleaner impression, as it does lot like liquid ink.

**ections for Using.**—After wetting the brush water from the sponge, rub it over the ink until sufficient quantity adheres.

**Indelible Ink** is put in regular indelible ink bottles (not the light druggists' vials); sizes of eight ounces and upwards are put up in tin cans to prevent breakage. It is very important for parties cutting plates for marking clothing to give good ink. Some canvassers make their own, but it does not pay, as the time can be more profitably spent in canvassing, or other ways. We, having every facility for manufacturing and buying the materials in large quantities, can make everything much cheaper than could possibly be done in a small way. From the increased demand for our ink from all parts of the country, we know it to be a superior article. Persons doubting this can easily be convinced by trying it, following the printed directions.

**Brass Alphabets and Figures.**—We have just completed our  $1\frac{1}{2}$  inch lower case dies, and are now prepared to fill orders for Brass Alphabets of that size. These are separate stencil letters or figures (varying in size from  $\frac{1}{2}$  to  $2\frac{1}{2}$  inches,) cut in sheet brass, put up in sets, letters and figures separate. They are sold by the set, and extensively used throughout the country for different kinds of marking. Fancy letters or sizes larger than  $2\frac{1}{2}$  inches being cut by hand, cost more.

**Zinc Frames** are for putting around small stencils to stiffen them. We make 22 sizes, varying in length and width, for plates of different styles.

**Lignumvitae** is the best wood for cutting stencil plates on, either with dies or chisels, other wood being too soft, and metal injurious to the tools. The blocks for small dies are about 2 inches thick and 8 inches diameter, sold by the piece. Larger ones range from 3 to 10 inches thick, 10 to 15 inches diameter, and are sold by the pound.

**Blocks for Holding Dies** are bored with holes large enough to hold the dies, and far enough apart to prevent striking together.

**Sample Books for Name Plates** are morocco covered cases, lined with velvet, and large enough to hold 8 samples, each being held in its place by an elastic cord. The plates can be easily removed for polishing or other purposes. They show to good advantage, and are not apt to be soiled by handling as when carried loose. One side is often used for impressions and the other for plates, or there is room enough to lay the impressions in loose and use both sides for plates.

**Paper Boxes for Name Plates** are large enough to hold the plate, ink and brush, and have the directions for using on the cover. Being rather bulky they are seldom used by *traveling cutters*.

**Steel Blocks** are polished on one side, for flattening plates with a mallet or stamping checks, tags, &c., on; size,  $2\frac{1}{2}$  by  $4\frac{1}{2}$  inches, and  $\frac{1}{8}$  of an inch thick.

**Compasses** are useful in spacing and marking lines for letters on plates or checks.

**Finishing Stones** are for rubbing the back of small plates after cutting, to remove any burr or sharp edges there might be.

**Polishing Brushes** are used for polishing plates and checks. The dirt or color remaining on the brush after use is sufficient to take an impression from a plate on paper for a sample.

**Chisels for Framing Name Plate** are used for clinching the plate on the frame.

*Rubber* is used, in connection with the metal in the opening of the frame which is put around small plates.

*The Combination Square and Scroll Pattern* is a brass square, large enough to answer for a rule in cutting up narrow metal, and strong enough to hold the letters on. The inside of the square has three divisions for lines of letters to be cut out scrolls.

**Hammers** are used for cutting with chisels and  
**Mallets** for driving wedges.

**Mallets** are used for flattening all kinds of soft metals.

*Shears* are used for cutting up the sheet metal plates.

**Steel Scribes** are used for marking the lines for scribing different patterns on the plate prepared.

the blank parts a little with a  
piece of iron or stone, and flatten with  
a hammer. It is 10 in. long, 2 in. wide, and the thickness of  
a dollar, and same length as steel.

## HINTS TO CANVASSERS.

It is hard to say where a person can do best. We are sending materials to all parts of the country. There is not much difference in quantities ordered from different locations. Some or others are more successful than others in any locality. The plates are wanted everywhere, and it is only necessary for a person to exert himself a little and take orders. One cannot expect to do well at any business if he is not persevering and willing to work where there is a chance to make money. You can judge it after trying a place for a short time. While some can do well among all classes, others may have more influence and get better prices by selecting their canvassing grounds. In addition to the new comers in want of these articles, plates are being lost or worn out, children growing up who need them, and young ladies changing their names. If you cut a plate or stamp a key tag for one in the family, the others are pretty sure to want one also.

The better judge of human nature one is, and able to gain the confidence of the person with whom he is dealing, the better canvasser he will make. The main point is to get persons interested, and convince them that you are not trying to deceive. The best way to do that is to act honest, always doing what you promise. You can then approach a person with more confidence, and not be afraid to go over the same ground often. Some require a little talking to get them to order. A few words never alter their minds after once refusing, by any amount of argument. To be able to judge correctly in such cases should be your constant study.

Before starting out, see that your samples are polished and neatly arranged. They will produce a better impression, and are more apt to create a desire for one.

Be careful to take orders correctly. Persons are seldom willing to pay for their own mistake; if yours, there is the trouble and delay of making another plate. The coloring remaining on the brush after polishing a plate, is sufficient to take an impression on paper for samples. Do not show many different styles of plates; persons in hesitating which one to select, will often decide not to have either; a few samples bearing a rather strong contrast, will enable them to decide easily.

You will probably have inquiries for script plates; but good ones are generally cut by hand; dies for that purpose being expensive, and liable to break. These plates do not last long, and the quantity of ink which can be printed through the hair lines is generally insufficient to remain indelible.

Give good indelible ink with your plates, you can then get orders through the recommendation of parties you have supplied.

German silver makes a much finer appearing plate than brass, and the difference in cost is very small.

Put a fair sized zinc frame around your plate instead of a very small one which some use; the additional expense will not exceed one-half cent per name; the plate looks much better, and can be used without getting the fingers smeared with ink.

In fact, the cost of all the materials is so trifling, it will pay best to give a good article throughout.

It often happens that a good mechanic does not possess the faculty for a successful canvasser, and vice versa. By two associating themselves together, one taking and delivering orders, while the other does the work, often do better than where one attends to all; or you can locate temporarily in a place and secure the services of good canvassers, by advertising or otherwise. Allow them a good commission (say one-half the retail price of the plates), they will then have an inducement to exert themselves, and you devoting yourself entirely to cutting and making plenty of money. Do a cash business with your agents; you can then leave as soon as the place is thoroughly canvassed.

Some make money by selling out at favorable opportunities. We can send another outfit immediately.

STAFFORD MF'G CO.,

66 Fulton Street,

NEW YORK.

#### FOR CUTTING SMALL PLATES

ed in framing and finishing a plate is a matter of too much importance to be overlooked. It is best for persons to follow the course by test, as in taking orders much depends on the appearance of the work. Owing to the nature of the tools used, it is liable to be broken by rough handling, whereas a good set will last for years. An occasional break, however, need not be serious, as dies can be easily repaired. We give the directions more fully than usual, as dies are not so easily replaced as other tools. With our full stencil outfit we furnish all the necessary tools, of the best quality, securely packed in a mahogany box.

Cut your sheet-brass or German-silver in pieces a trifle larger than the zinc frame you wish to use. Leave more to spare at the ends, to allow for names of different lengths.

Mark a single line lightly on the plate, with the steel scribe, a trifle below the centre. If you bear too heavy, or use too sharp a scribe, the letters are liable to break out.

Place your lignumvitae block on a bench or table, at a height which will enable you to sit nearly upright, in order to see your work and not become tired by stooping. Sitting with the right side slightly inclined to the light, is the best position to see your work.

A few thicknesses of paper or cloth under the block will steady it, and deaden the sound.

Keep your dies in alphabetical order, in the block bored with holes, put each letter in its place after being set, to avoid confusion.

From the length of the name about what distance from the end to cut the first letter, stand *perpendicular*, with the bottom of the letter on the line, the third finger upon the plate, steady it; strike a rather sharp, quick but not very heavy blow. If the die does not cut through the first time, flatten the plate down by a slight blow of the hammer, place it over a smooth place on the block, and try again; do not strike twice while holding the die in the same position, as it is apt to drive it in the block and break the plate, or split the die. Do not incline the die on either side where part of a letter does not cut readily, there is danger of breaking the tool. In putting borders around names, cut the leading parts first and fill in afterwards.

When you have finished cutting, before flattening with a mallet, rub the back of the letters lightly with a small piece of dry stone to remove any rough edges, then flatten with a mallet on the steel block; next place the back of the plate against the zinc frame, with name in centre of opening, and with shears cut off the edges of the plate leaving one-eighth ( $\frac{1}{8}$ ) of an inch margin all round. Next clip the corners close to the frame, to avoid two thicknesses of metal. Then lay the plate, face down, frame on top, on the steel, and with the chisel turn the projecting edges over on the frame, holding down with the fingers to prevent slipping. When well clinched on the frame turn right side up, place the piece of rubber over the top, and flatten with mallet, until the name sinks through the opening in the frame even with the back, or lays flat on the steel.

Polish with any material giving a fine finish, and the plate is completed.

Do not polish on your cutting block, or allow the polishing material to come in contact with the dies, as any grit injures the cutting edge. It is better to have a small piece of zinc or other smooth metal for the purpose. If polished on an uneven surface, it will show on the face of the plate.

#### GENERAL RULES.

Do not use a heavy hammer for small dies, though it may seem easier for you to do so from habit, you *can not* cut as well, and there is more danger of breaking the tools. Do not cut on lead, block tin or other metals; they are likely to be so hard as to dull the dies, or break off part of the letters, or else so soft as to penetrate the openings and split them apart. A good block of lignumvitae wood, about two inches thick, and kept smooth by occasional turning off the face or scraping with any suitable tool, is the best to cut on. For larger ones six inches or more is all the better. In case any of your dies will not cut readily, do not try to force or sharpen them yourself.

It is best to send to proper places and have them sharpened. In case dirt or brass should lodge in parts of the die, do not use any hard metal point to clean them out, as it injures the cutting edge. A good stiff brush or sharpened piece of wood is the best. When you spoil a plate by mistake, save the pieces to practice cutting on.

#### IN CUTTING WITH LARGE DIES

Follow the same general rules as given for the small ones, varying to suit the size and style of plates. The hammer used should be as large across the face as the size of the letter. Use a large block, placed on a solid foundation, keep the surface smooth and level. If hollowing, the dies will not cut equal on all parts, and there is danger of breaking. Do not allow the letters to get filled with dirt &c. By occasionally oiling the cutting edges with best sperm oil, they will cut better. Keep them in blocks, bored with holes far enough apart to keep them from striking together. Make the holes a trifle larger than the shank of the dies, as in long use they become battered on the end from hammering, and require more room.

#### CUTTING WITH CHISELS

The skill, developed by study and practice, as all other kinds of engraving, plates, *but few can do* hinged, plain or fancy letters, tastefully arranged. However, as the majority of stencils can do very well with a good set of straight letters with stencil patterns. Our machine first flattens the edges of the letters down side up in a block of wood answers every es the metal near the letters, to get it flat.



LIBRARY OF CONGRESS



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